
Learning Objectives

MedBridge Massage
Events, Promotions, and PR
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Course Objectives

- Define the elements of a successful promotion or event
- List three common social media sites
- Explain the WHO, WHAT, WHY and WHICH of social media
- List five critical pieces of a press release
- Explain why having a goal for a promotion is critical
- Create their own promotion with an appropriate goal, plan and list of needed tools??
- List three possible promotion goals
- Define a specific call to action for their promotion

Chapter 1: Goals for Your Successful Promotion

The first chapter of this course lays the groundwork for setting goals for successful promotions, including the characteristics of effective promotions, and key actions that should be taken to achieve promotional goals.

Chapter 2: Ideal Clients and Audience

The second chapter of this course takes a closer look at strategies for identifying *who* you want to reach with your promotion, and the consequences of poorly targeted promotions.

Chapter 3: Determining Your Vision

This chapter provides strategies for determining your vision for more focused and precisely targeted promotions.

Chapter 4: Events

This chapter provides strategies for creating successful promotions when promotions are partially or entirely executed around an event or events.

Chapter 5: Getting the Word Out

The final chapter of this course provides strategies for effectively marketing promotions and events.